

Great Basin Fire Prevention Committee

16 April 2010

Salt Lake City

Attending: Lola Bird, Dean Burnham, Harry Steele, Micah Suwyn, Chris Edwards, Susan Marzec, Erin Darboven, Loren Walker, Neal Beetch, Tyre Holfeltz, Reid Shelley

Fire Prevention Convention: Northern Rockies hosting in 2011 in West Yellowstone. Great Basin will be hosting in 2012 and it should be Nevada as host.

The conference held in Salt Lake was well received although the attendance was somewhat lower than it should have been. Problems were that it was in conflict with other conferences on the same dates, among others. In reviewing the evaluation sheets received, some suggested a shorter, 2 day, conference, and that we could have ended after the luncheon and Boots and Bunker show. Most indicated a positive response to having the conference in a more urban area due to things to do and see as well as facilities. The overall agenda was good with many positive comments and very few negative responses. Reid will summarize the evaluation forms and then send them on to Harry for the Northern Rockies group to look at in planning their conference.

The question was raised as to whether or not we should continue with the Prevention Conferences, in light of other conferences which are being put on as well. It was pointed out that the emphasis at other conferences is different and there is a need for a specific conference to coordinate regionally and to teach the prevention techs, particularly those who are new. It also allows for sharing of ideas and information. Fire Prevention training is important. A 2-day conference on alternate years is affordable. There is a need to keep sessions for a mitigation message as well as education.

Action Item: At next fall's meeting there is a need to decide the best method for holding meetings and decide on meeting types, roles we need to take, coordination of messages, and the purpose of meeting and the committee.

iChiefs meeting report: Information about Florida's prescribed burning was presented. There was \$100,000 spent for a marketing firm to promote and study the education of the public. They found in focus groups that "prescribed fire" and "controlled burning" are different to the public. To the public the term "fire" means it needs to be suppressed. They found that the "hot button" was the public enjoying the forest, not fire or other things associated with fire. Their marketing campaign was to promote people having fun and enjoying the forest. The secondary message was that these things were possible (enjoying the forest) because of the burning to maintain forest health.

It was suggested that maybe the Great Basin committee should look at doing more to promote a positive image in our campaign, rather than show the pictures of destruction in the effort to show how bad things can be.

Action item: Review the website about the Florida campaign -- VisitMyForest.org
Bring your ideas to the next meeting.

Harry asked how we can fit in best with the state programs and how we can strengthen them on a coordinated basis.

Tyre felt the committee's role is to coordinate the information between states.

Susan has been checking to see which billboard companies are in all the Great Basin states.

Loren mentioned that the present focus is on WUI – 75% of funding is to be directed at WUI. Going with the defensible space strategy is a good direction to be moving.

Susan suggested at the fall meeting we should get the Firewise people or others together with us for a brainstorming session. The Great Basin Committee should act as a coordination group, not a program development group. The message should be a responsibility message concerning homeowners and defensible space.

Ready – Set – Go : Ready – Set – Go is a delivery system for defensible space information. It is done through the local Fire Departments to get people to prepare their homes and to get ready to evacuate and leave. FEMA and state information is used. The emphasis is on door to door contacts and disaster preparation overall, not just fire preparedness. Sandy city in Utah has been chosen as a beta test city and Sandy City FD will be working to contact around 12,000 homes in the next few months.

Prevention Teams: Dean Burnham reported on prevention teams. The snowpack is down as is the moisture in Northern Utah, Idaho, Wyoming and Nevada. The need is to look at when teams might be used and where. Use regional teams first. The need is for team leaders. The composition of the team along with trainees should be looked at. Teams are usually funded by severity which adds to the complexity of predicting when teams can be ordered and used.

Regional teams should be developed along with state teams or a regional team for Forest Service region 4. The teams, as well as the hosting units, need to keep track of information and activities to help support the team concept. When approaching leadership, numbers are important. Check the availability of P-410. Use regional teams first, then national teams and make sure there are trainees on teams in order to build resource depth.

Next Meetings: The fall committee meeting will be November 9-10, 2010 in Las Vegas beginning at 10:00 am on Tuesday, November 9 and ending by noon on November 10, 2010. Location in Las Vegas will be announced, and it was suggested that maybe Mesquite, Nevada could be the location.

Susan requested agenda items for the fall meeting.

1. Future Conferences
2. Campaigns
3. Role of the Committee
4. Great Basin selection process for prevention team members
Loren will bring a nomination letter
5. Committee members should come prepared for a Round Robin to explain programs and what is going on in their specific areas.
6. Suggestions for discussion
 - a. Use of high school art departments to help produce the message through a competition.

For the students, give them the parameters. This would help with community involvement. Could give an itouch or scholarship as a prize.

- b. Tyre asked about inviting a FEMA representative to be on the Great Basin Committee. This would involve asking the GACC for permission to add a committee member.
 - c. The need for Governor's representatives, although this would be more for the communication committee rather than the GB committee.
- 7. Review and update the strategic plan and charter for the GB committee.
- 8. Elect new chair and vice chair